

# Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN

NOVIEMBRE 2009

## Servicio Cultural e Informativo

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## ARQUITECTURA

### Drafting culture : a social history of Architectural graphic standards



*George Barnett Johnston*  
Cambridge, MA : MIT Press, 2008.

REF 720.284 JOH

Writing a history of the architectural profession from the bottom up, George Barnett Johnston clarifies the role and status of the subordinate architectural workers who once made up the base of the profession. Author's account of the evolution of Ramsey and Sleeper's book also offers a case study of the social hierarchies embedded within architecture's division of labor. Johnston investigates what became of the draftsman and drafting culture, and asks what price is

exacted from architectural labor as architecture pursues new professional ideals.

## ARTE

### National Endowment for the Arts : a history, 1965- 2008

*Edited by Mark Bauerlein with Ellen Grantham*  
Washington, DC : National Endowment for the Arts, 2009.

700.973 NAT



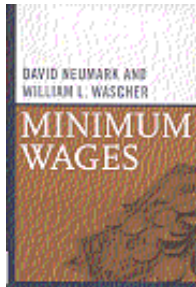
Provides a concise, comprehensive account of the history of the National Endowment for the Arts. In documenting the agency's major activities over the past 43 years -since its creation by the United States Congress in 1965- this account presents the Arts

Endowment's eventful and sometimes controversial history with candor, clarity, and balance.

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## ASUNTOS LABORALES

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### Minimum wages

*David Neumark and William L. Wascher*  
Cambridge, MA : MIT Press, 2008.

331.23 NEU

Minimum wages exist in more than one hundred countries, both industrialized and developing. In this book, the authors offer a comprehensive overview of the evidence on the economic effects of minimum wages on employment and hours, the acquisition of skills, the wage and income distributions, longer-term labor market outcomes, prices, and the aggregate economy.

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## BIBLIOTECOLOGIA

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### American library directory, 2009-2010.



Medford, NJ :  
Information Today,  
2009.

REF 027 AME

Listing of public, academic, government, and special libraries in the United States and regions administered in this country and in Canada. Arranged geographically the entries are alphabetized by state, region, or province, then by city, and finally by the institution and library name.

### Creating your library brand : communicating your relevance and value to your patrons

*Elisabeth Doucett*  
Chicago, IL : American Library Association, 2008.

659.1902 DOU

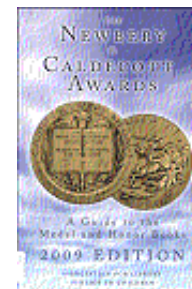


Covers everything from working with outside experts to evaluating and maintaining your library's brand, illustrated by case studies from actual libraries. Tips, suggestions for success, and answers to frequently asked questions ensure your team collaborates on a library brand that will bring more patrons through the door.

### The Newbery & Caldecott awards : a guide to the medal and honor books

*Association for Library Service to Children*  
Chicago, IL : American Library Association, 2009.

REF 028.162 NEW

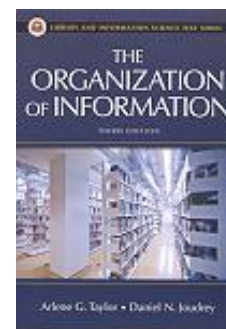


Provides coverage of the most distinguished American children's literature and illustration published to date. Explores the publication of new editions containing new text or illustrations. Bibliographic citations for the award winners have been updated to include information about these later editions.

### The organization of information

*Arlene G. Taylor and Daniel N. Joudrey*  
Westport, CT :  
Libraries Unlimited,  
2009.

025 TAY



This third edition of a modern classic continues to articulate the theory, principles, standards, and tools behind information

organization. Begins with strong justification for the continued importance of organizing principles and practices, provides a detailed and insightful discussion of basic retrieval tools and trace the development of the organization of information in Western civilization, from 2000 B.C.E. to the present. Standards of codification include: MARC, SGML, metadata, indexing, and digital libraries.

### **Virtual worlds, real libraries : librarians and educators in Second Life and other multi-user virtual environments**



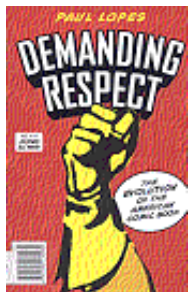
Edited by Lori Bell and Rhonda B. Trueman  
Medford, NJ : Information Today, 2008.

006.8 VIR

Designed to help librarians and educators recognize the potential of multi-user virtual environments and consider ways to get involved as they proliferate. Authors describe innovative projects in Second Life and other virtual worlds, and demonstrate how reference, teaching, collections, discussion groups, young adult programs, and other services can be successfully applied in a virtual environment.

## **CIENCIAS SOCIALES**

### **Demanding respect : the evolution of the American comic book**



Paul Lopes  
Philadelphia, PA : Temple University Press, 2009.

741.5973 LOP

How is it that comic books --the once-reviled form of lowbrow popular culture-- are now the rage for Hollywood blockbusters, the basis for bestselling video games, and the inspiration for literary

graphic novels? Using a sociological approach to the production and consumption of art to examine the construction of comic book culture, the author explains how and why comic books have engendered a fanatic and devoted following as well as captured the public's imagination.

### **Outliers (fuera de serie) : por qué unas personas tienen éxito y otras no**

Malcolm Gladwell  
Doral, FL : Taurus : Santillana USA Publishing, 2009.

S 302.14 GLA



Explora las curiosas historias de los grandes jugadores de fútbol; bucea en la peculiar infancia de Bill Gates; busca qué convirtió a los Beatles en el mejor grupo de rock; y se pregunta qué distingue a los pilotos que estrellan aviones de los que no. A través de su viaje por el mundo de los "fuera de serie", los mejores, los más brillantes y famosos, nos convence de que nuestro modo de pensar en el éxito es erróneo.

### **Plugged in : the Generation Y guide to thriving at work**

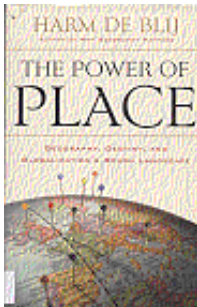
Tamara Erickson  
Boston, MA : Harvard Business Press, 2008.

650.1 ERI



In Plugged In, Tamara Erickson shows Gen Y's how to use their own unique strengths to understand and influence their professional relationships, to figure out how they define "success," and to help them find their way in the changing workplace.

## The power of place: geography, destiny, and globalization's rough landscape



*Harm de Blij*  
Oxford ; New York, NY :  
Oxford University Press,  
2009.

304.2 DEB

From our "mother tongue" to our father's faith, from medical risks to natural hazards, where we start our journey has much to do with our destiny, and thus with our chances of overcoming the obstacles in our way.



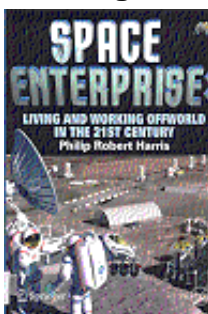
## Prisons in America

*Marilyn D. McShane*  
New York, NY : LFB  
Scholarly Pub, 2008.

365.973 MSC

Explains the controversies and issues surrounding not only the development of corrections systems in America, but the most enduring problems they face. Utilizes a systems view that incorporates the external and internal factors that affect how prisons operate. Attempts to resolve the continuing political, economic, and philosophic dilemmas of incarceration involve complex motives and competing interests that are described in detail. Related legislation, law cases, and social trends are also analyzed.

## Space Enterprise : Living and Working Offworld in the 21st Century



*Philip Robert Harris*  
New York, NY :  
Springer-Verlag, 2009.

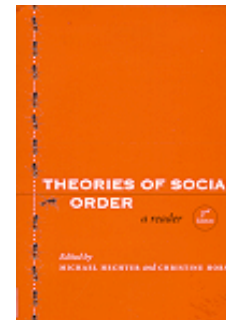
304.23 HAR

Focuses upon aspects of human behavior, culture, man/machine

interface, organization, performance, and governance when functioning in the unique space environment. It explores the commercial, legal and political issues of space exploration, and introduces a scheme for the utilization of space technology and resources for the benefit of the human race.

## Theories of social order : a reader

*Edited by Michael Hechter and Christine Horne*  
Stanford, CA :  
Stanford Social  
Sciences, 2009.



301 THE

Presents classic texts alongside contemporary theoretical extensions and recent empirical applications. Readings focus around five key social structures that affect social order: individuals, hierarchies, markets, groups, and networks. The editors' unique approach encourages students to compare various factors and mechanisms, seek common analytical themes, and develop a deeper theoretical understanding of the problem of social order.

## CINE



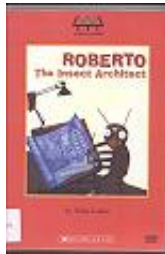
## Happy feet [videorecording]

*Written by Warren Coleman, John Collee, George Miller, Judy Morris*  
Burbank, CA : Warner Home  
Video, 2007.

DVD 791.4372 HAP

Emperor Penguins from Antarctica express their true love with a special heart song of their own that expresses their very being. However, the misfit Mumble cannot sing. Instead he has an extraordinary talent to tap dance with almost magical energy and expression. Nevertheless, the leadership of

the colony fearfully blames the young penguin's unorthodox ways for the lean fishing that threatens them all. Defiant in the face of unjust rejection, Mumble and his true friends set out to find the true cause of the famine. Through the friend's trials and perils, Mumble learns many things about his frozen world, not the least of which being that his toe tapping talent may be what he needs to save his people.



**Roberto  
[videorecording] : the  
insect architect**

*Produced and directed by  
Galen Fott*  
Norwalk, CT : Weston  
Woods Studios/Scholastic,

2005.

DVD 791.4372 ROB

A termite named Roberto follows his dream of becoming an architect and travels to the big city where he hopes to find success. With astoundingly detailed collage artwork and witty text, this funny and inspirational story will encourage viewers of any age to build their dreams.

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## COMPUTACION

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**Manual de aprendizaje Microsoft  
Access 2007 : descubre sus  
nuevas posibilidades**



*César Pérez ; Felicidad  
Marqués*  
Mexico : Pearson  
Prentice Hall, 2008.

S 005.75 MAN

Access se ha renovado.  
Ha cambiado su interfaz

y su interior incrementando su potencia y fiabilidad, permitiendo una gran afinidad a la hora de relacionarse con otras bases de datos. Cabe destacar su compatibilidad con SQL, Paradox, dBase y Lotus 123, entre otras. Asimismo, sorprende la facilidad en el

intercambio de datos y tablas entre las distintas aplicaciones de Office.

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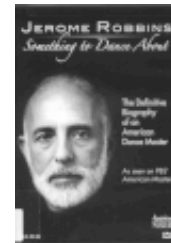
## DANZA

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**Jerome Robbins [videorecording]:  
something to dance about**

*Written by Amanda Vaill*  
West Long Branch, NJ :  
Kultur, 2009.

DVD 792.8 ROB



Examines the life of the controversial master of the Broadway musical and ballet choreographer Jerome Robbins. Features excerpts from Robbins' work, including never-before-seen rehearsal footage, and interviews with Mikhail Baryshnikov, Jacques d'Amboise, Suzanne Farrell, Arthur Laurents, Peter Martins, Frank Rich, Chita Rivera, Stephen Sondheim, Jerry Bock, Sheldon Harrick, Joseph Stein, and others.

**Physics and the art of dance :  
understanding movement**

*Kenneth Laws with  
Arleen Sugano*  
Oxford ; New York,  
NY : Oxford  
University Press,  
2008.

612.044 LAW



In this edition, the author teams up with veteran dance instructor to provide step by step experiments for dancers. "What You See" sections describe the way physical principles form the framework within which some movements exist. The complementary "What You Do" sections allow dancers to experience how those physical analyses can offer them a more efficient means of learning how to carry out those movements.

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## DEMOCRACIA

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### Democracy as problem solving : civic capacity in communities across the globe



Xavier de Souza Briggs  
Cambridge, MA : MIT  
Press, 2008.

321.8 SOU

Shows how civic capacity can be developed and used. In an era of sharp debate over the conditions under which democracy can develop while broadening participation and building community, Briggs argues that building civic capacity, not just social capital, is crucial for strengthening governance and changing the state of the world in the process.

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## DEPORTES

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### Players in pigtails [videorecording]

Shana Corey ; illustrated by  
Rebecca Gibbon  
Norwalk, CT : Weston  
Woods Studios, 2004.

DVD 791.4372 PLA

Katie Casey was baseball mad. Had the fever and had it bad. A story that celebrates a brave girl's love of the game as she works to become a player in the first-ever All-American Girls Professional Baseball league.

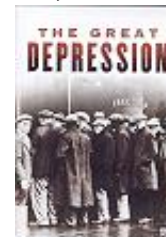
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## DOCUMENTALES

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### The Great Depression [videorecording]

*Produced by Towers Productions, Inc. for  
History*  
New York, NY : A&E  
Television Networks :  
Distributed by New Video,  
2009.



DVD 973.916 GRE

Delves into the Stock Market Crash of 1929 and how it affected people, how the American public worked together to get through the massive hardships, and how the economy recovered with World War II. Examine the changes that swept the shaken nation during the first year - from the landslide victory of FDR in 1932 to Dust Bowl farmers. Americans sought release from the hard times wherever they could find it - from marathon dancing to going to the movies. As the Depression lingered and the New Deal failed to live up to people's expectations, some Americans fought back against the system. After years of crisis, WWII approached and did what all the protests and recovery programs failed to do - end the Depression. Includes photos, rare interviews, and footage of the culture, media, and politics of the times.

### On board Air Force One [videorecording]

*Produced by Partisan  
Pictures for National  
Geographic Channel*  
United States : National  
Geographic, 2009.



DVD 629.133 ONB

A marvel of top-secret technology and security, Air Force One has flown U.S. presidents more than 7 million miles around the world. With exclusive access, join the crew of Air Force One to document everything from the president's suite and kitchen galley to Secret Service travel preparation and more.

## El Origen de las especies [videorecording]

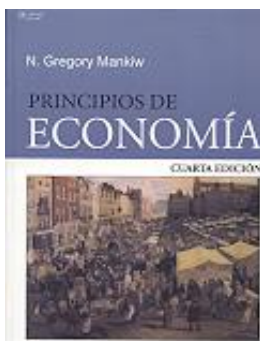


*Produced by Martin Killeen*  
Mexico : Alter Films, 2006.

S DVD 576.8 ORI

La obra de Darwin en excelentes recreaciones filmadas en locaciones naturales con elementos similares a los que el mismo Darwin utilizó para sustentar sus teorías. Descubriremos como conformó su teoría de la evolución del hombre, la cual es todavía motivo de estudio en la actualidad.

## ECONOMIA



### Principios De Economía

*N. Gregory Mankiw*  
Cengage Learning  
Latin America, 2007.

S 330 MAN

La economía es el estudio de las

compras, las ventas, la fijación de los precios, la lucha por los clientes, la búsqueda de trabajo y la forma de ganarse la vida. Se pregunta porqué han tenido éxito tan a menudo los mercados como mecanismos para hacer funcionar la sociedad y porqué fallan a veces.

## EDUCACION

### Adolescents at school : perspectives on youth, identity, and education

*Edited by Michael Sadowski ; foreword by Deborah Meier*  
Cambridge, MA : Harvard Education Press, 2008.

373.181 ADO

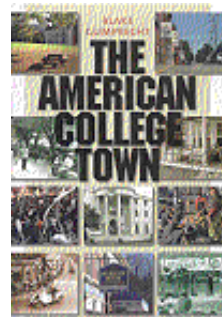


Builds and expands on the strengths and insights of the much acclaimed previous edition. Drawing from the perspectives of teachers, researchers, and administrators, and adolescents themselves, it examines the complex, changing identities young people manage while they confront the challenges of school.

### The American college town

*Blake Gumprecht*  
Amherst, MA :  
University of Massachusetts Press,  
2008.

378.1 GUM



The college town is a unique type of urban place, shaped by the sometimes conflicting forces of youth, intellect, and idealism. The hundreds of college towns in the United States are, in essence, an academic archipelago. This book identifies the distinguishing features of college towns, explains why they have developed as they have in the United States, and examines in depth various characteristics that make them unusual.

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## ELECCIONES

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### **The hidden costs of clean election reform**

*Frederic Charles Schaffer*  
Ithaca : Cornell University Press, 2008.

324.66 SCH

Investigates why citizens sometimes find themselves abruptly disenfranchised, and examines numerous incidents in which election reforms have, whether intentionally or accidentally, harmed the quality and experience of democracy. Drawing on both recent and historical evidence from the United States and countries around the world, including the Philippines, Venezuela, South Africa, and Taiwan, investigates why citizens sometimes find themselves abruptly disenfranchised.

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## ESTUDIOS DE GENERO

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### **Legislative women: getting elected, getting ahead**

*Edited by Beth Reingold*  
Boulder, CO : Lynne Rienner, 2008.

328.082 LEG



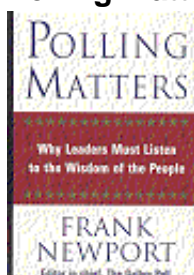
Each chapter of this book contemplates the changing and increasingly complex array of opportunities and challenges facing women today, as voters, candidates, and public officials. The research presented here, focuses primarily on legislative women: women getting elected to and getting ahead in Congress and states legislatures.

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## ETICA

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### **Polling matters : why leaders must listen to the wisdom of the people**



*Frank Newport*  
New York, NY : Warner Books, 2004.

303.3 NEW

Tells the skeptics why polls matter...and explains to the rest of us exactly how polling works. Proving that polls are not to be feared but to be used wisely, author shows us how polling can scientifically and accurately generalize about millions by examining the preferences of a random few; how public opinion rejects the trendy in favor of the stable and traditional; and how polls collect the wisdom of the people more efficiently than the vote. However, this book also demonstrates how polls lie at the vital heart of a well-functioning and free society.



### **Professional integrity : thinking ethically**

*Michael S. Pritchard*  
Lawrence, KS : University Pr Of Kansas, 2007.

174 PRI

Philosophical examination of some of the contours of professional responsibility. To believe that philosophy, proceeding alone, can shed much light on professional responsibility is naive. Still, philosophical reflection should be able to contribute something useful. That, at least, is an underlying assumption of this endeavor.

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## FILANTROPIA

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### Philanthro-capitalism : how the rich can save the world



*Matthew Bishop & Michael Green*  
New York, NY : Bloomsbury Press, 2008.

361.7 BIS

The authors examine this new movement and its implications. Proceeding from interviews with some of the most influential people, they show how a web of wealthy, motivated donors has set out to change the world. Combining on-the-ground anecdotes, expert analysis, and up-close profiles of the wealthy and powerful, this is a fascinating look at a small group of people who have the potential to change all our lives.

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## FOLKLORE

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### Crunch! : a history of the great American potato chip



*Dirk Burhans*  
Madison, WI : Terrace Books, 2008.

338.4 BUR

Tells the story of this crispy, salty treat, from the early sales of locally made chips at corner groceries, county fairs, and cafes to the mass marketing and corporate consolidation of the modern snack food industry. Also uncovers a dark side of potato chip history, including a federal investigation of the snack food industry in the 1990s following widespread allegations of antitrust activity, illegal buyouts, and predatory pricing.

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## FRONTERA MEXICO-ESTADOS UNIDOS

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### Fifty years of change on the U.S.-Mexico border : growth, development, and quality of life

*Joan B. Anderson and James Gerber*  
Austin, TX : University of Texas Press, 2008.

330.9721 AND

In this analysis, the authors offer a new perspective on the changes and tensions pulling at the border from both sides through a discussion of cross-border economic issues and thorough analytical research that examines not only the dramatic demographic and economic growth of the region, but also shifts in living standards, the changing political climate, and environmental pressures, as well as how these affect the lives of people in the border region.



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## GEOGRAFIA

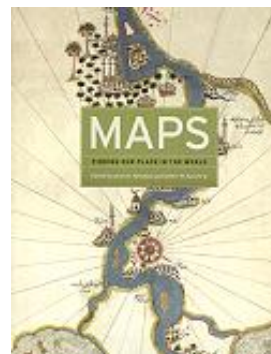
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### Maps : finding our place in the world

*Edited by James R. Akerman and Robert W. Karrow*  
Chicago, IL : University of Chicago Press, 2007.

REF 912 MAP

Introduces readers to the widest range of maps ever considered in one volume: maps from different time periods and a variety of cultures, maps made for divergent purposes and depicting a range of environments, and maps that embody the famous, the important, the beautiful, the groundbreaking or the amusing.



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## HISPANOAMERICANOS

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### Latinos and the U.S. South

José María Mantero  
Westport, CT : Praeger,  
2008.

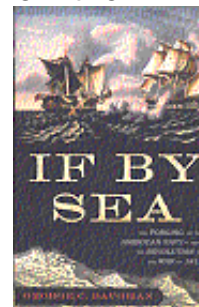
304.8 MAN

Delves into the commonalities and dissimilarities between the varieties of Latino and U.S. Southern cultures, proposing that the manner in which these areas adapt to the challenges posed by the arrival of these most recent Hispanic residents heralds the present and future conduct of other communities experiencing nontraditional Latino immigration in the United States today.

### If by sea : the forging of the American Navy-- from the American Revolution to the War of 1812

George C. Daughan  
New York, NY : Basic Books, 2008.

359.0973 DAU



Drawing on fifteen years of research, historian George C. Daughan chronicles the embattled origins of the United States Navy. From the bloody and gunpowder-drenched battles fought by America seamen -from Bunker Hill to Tripoli to New Orleans- to the fierce rhetorical combat waged by the Founders in Congress, If By Sea masterfully charts the course by which the Navy became an essential and celebrated American institution.

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## HISTORIA

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### Historia universal

José Luis Gómez Navarro ... [et al.]  
México : Pearson Educación, 2008.

S 909 HIS

El objetivo primordial de este libro es interesar a los estudiantes en el estudio de la historia por medio de la reflexión y la investigación. Comienza con un capítulo introductorio que proporciona estrategias de estudio y herramientas a la metodología de la historia para hacer de cada tema un objeto de investigación. Posteriormente contempla ocho grandes secciones desde la crisis de la Edad Media hasta el presente.

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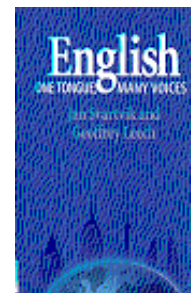
## IDIOMA INGLES

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### English : one tongue, many voices

Jan Svartvik and Geoffrey Leech  
Basingstoke [England] ;  
New York : Palgrave Macmillan, 2006.

420.9 SVA



Traces the history of the language from its obscure beginnings over 1500 years ago as a collection of dialects spoken by marauding, illiterate tribes. Shows how the geographical spread of the language in its increasing diversity has made English into an international language of unprecedented range and variety.



## English vocabulary elements

*Keith Denning, Brett Kessler, William R. Leben*  
Oxford ; New York, NY :  
Oxford University Press,  
2007.

428. DEN

The book is based on a course that each of the authors helped to develop at Stanford University over the past twenty years. The aim of the course was to help students master English vocabulary and to provide the fundamentals for pursuing an interest in English words. Incorporates improved and refined text as well as examples and exercises, with thorough revision of pedagogy as a result of the authors' significant classroom-based expertise.

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## INMIGRACION

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## Americans at the gate : the United States and refugees during the Cold War

*Carl J. Bon Tempo*  
Princeton, NJ : Princeton  
University Press, 2008.

325.21 BON

First comprehensive historical exploration of American refugee affairs from the midcentury to the present, explores the reasons behind the remarkable changes to American refugee policy, laws, and programs. The author looks at Hungarian, Cuban, and Indochinese refugee crises, and he examines major pieces of legislation, including the Refugee Relief Act and the 1980 Refugee Act.

## El Programa 3x1 para Migrantes : primera política transnacional en México?

*Rafael Fernández de Castro, Rodolfo García Zamora, Ana Vila Freyer;*  
*coordinadores*

México : Instituto  
Tecnológico Autónomo  
de México :

Universidad Autónoma  
de Zacatecas : Miguel  
Ángel Porrúa, 2006.

S 338.9 PRO



Esta obra reúne trabajos académicos con estudios de organismos internacionales, experiencias personales e institucionales relacionadas con el Programa 3x1 para Migrantes, que abarca desde el proceso de institucionalización y de la formalización de los canales de envío de remesas colectivas, hasta los efectos que la promoción de obras sociales tiene en la organización de clubes, la interacción de los gobiernos estatales con la diáspora mexicana, evaluación del programa, y su réplica en El Salvador.

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## LITERATURA

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## The Oprah affect : critical essays on Oprah's book club

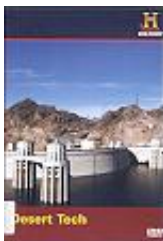
*Edited by Cecilia Konchar Farr and Jaime Harker*  
Albany, NY : State  
University of New York  
Press, 2008.



374.22 OPR

Explores the cultural impact of Oprah's Book Club, particularly in light of debates about the definition and purpose of literature in American culture. The essays consider the interlocking issues of affect, affinity, accessibility, and activism in the context of this tradition.

## MEDIO AMBIENTE



### **Desert tech [videorecording]**

New York : A&E Television Networks, 2008.

DVD 631.6 DES

Describes the technologies people have developed to conquer the desert and use its resources, from water reclamation and desalinization, irrigation, dam building, hydroelectricity, and air conditioning, to solar power, dune buggies, and Mars vehicle testing, as well as the consequences that threaten the environment, such as groundwater salinization, subsidence, and climate change. Ancient Babylon, modern Bedouins, and the development of Phoenix, Arizona are discussed.



### **Introduction to fire in California**

David Carle  
Berkeley, CA : University of California Press, 2008.

634.9 CAR

Gives a fascinating, yet concise view of fire in the Golden State. This clearly written, dramatically illustrated book will help Californians, including the millions who live near naturally flammable wild-lands, to better understand their own place in the state's landscape. Covers the basics of fire ecology; looks at the effects of fire in wildlife, soil, water, and air; discusses fire-fighting organizations and land-management agencies; explains current policies; and explores many other topics.

### **Seis grados que podrían cambiar al mundo [videorecording]**

Producer/director, Ron Bowman

Mexico : En Pantalla Producciones Internacionales, 2008.

S DVD 551.6425 SEI



Este video examina como cada grado potencial de calentamiento nos afectará en todos los niveles, desde el fondo de los océanos más profundos hasta la cima de las montañas más altas. A lo largo del camino, irá acompañando a los científicos en una carrera contra el reloj para saber las consecuencias de esto y cómo podemos evitar el peor destino predicho.

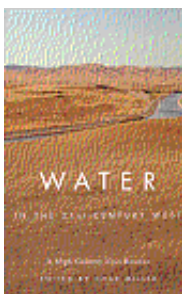
### **State of the world 2009 : into a warming world : a Worldwatch Institute report on progress toward a sustainable society**

Linda Starke, editor  
New York, NY : W.W. Norton & Co, 2009.

363.738 STA

Intended to inject new inspiration and energy into national and international climate negotiations by conveying the profound long-term consequences of the experiment we are now conducting with Earth's atmosphere, with an emphasis on the human and ecological effects of that transformation. Includes six policy chapters and 22 climate connections on the many important issues affected by climate change plus a Climate Change Reference Guide and Glossary.





### **Water in the 21st-century West : a High country news reader**

*Char Miller, editor*  
Corvallis, OR : Oregon State University Press, 2009.

363.6 WAT

Offers a timely look at the central issue facing the American West and provides compelling perspectives on the water issues and controversies that roil the region, from the Pacific Northwest to the Great Plains, from the interior mountains to the southwestern deserts. Captures the range and nature of the arguments that have defined water politics in the region over the past decade. The collection probes the issues and explores creative attempts to find solutions, bringing a focus and clarity to the most contentious environmental issue the West faces.



### **Yellowstone and the snowmobile : locking horns over national park use**

*Michael J. Yochim*  
Lawrence, Kks : University Press of Kansas, 2009.

363.6 YOC

In this first book-length study of winter use in any national park, the author examines the longstanding conflict between the National Park Service and groups who favor or object to snowmobiles in Yellowstone, and allows readers to better understand this controversy, one that is unlikely to go away any time soon.

## **MUSICA**

### **Inspiring figures [videorecording] : Duke Ellington and Ella Fitzgerald**

Westport, CT ; New York : Weston Woods Studios : Scholastic, 2005.



DVD 781.65 ELL

Duke Ellington: Duke Ellington was hailed as the King of the Keys. During his career, he wrote, played and painted music with his band's fine sound. Ella Fitzgerald: the tale of a vocal virtuosa: told in the voice of a cool cat named Scat, this dramatic story tells how Ella got her sound on the way to a most remarkable and inspiring career.

### **The pirate's dilemma : how youth culture is reinventing capitalism**

*Matt Mason*  
New York, NY : Free Press, 2008.

305.242 MAS



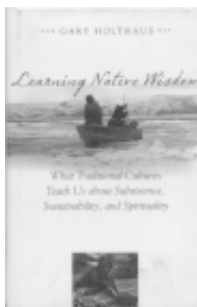
Brings the exuberance of a passionate music fan and the technological savvy of an IT wizard to the task of sorting through the changes brought about by the interface of pop culture and innovation. The author charts the rise of various youth movements, from pirate radio to remix culture, and tracks their ripple effect throughout larger society.

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## NATIVOS AMERICANOS

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### Learning native wisdom : what traditional cultures teach us about subsistence, sustainability, and spirituality



Gary Holthaus  
Lexington, Ky : University Press of Kentucky, 2008.

179.1 HOL

Explains why achieving a sustainable culture is more important than any other challenge we face today. Although there are many measures of a society progress, Holthaus warns that only a shift away from our current culture of short-term abundance, founded on a belief in infinite economic growth, will represent true advancement. In societies that value the longevity of people, culture, and the environment, subsistence and spirituality soon become closely allied with sustainability.

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## NEGOCI

## OS Y ADMINISTRACION

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### Breakthrough marketing plans : how to stop wasting time and start driving growth



Tim Calkins  
New York, NY : Palgrave Macmillan, 2008.

658.802 CAL

Essential tool for people who create marketing plans and people who review them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong, and how to create a powerful plan that will help build a strong, profitable business.

### Gestión del talento humano

Idalberto Chiavenato  
México : McGraw Hill, 2009.

S 658.3 CHI

La gestión del talento humano es una de las áreas con más cambios y transformaciones en años recientes y el objetivo de este libro es presentar las nuevas características y el nuevo perfil de este gratificante campo, abordando temas tales como capital intelectual, factor humano, y visión; con lo que se pretende individualizar a las personas como seres humanos dotados de habilidades y capacidades intelectuales.



### Teoría organizacional : diseño y cambio en las organizaciones

Gareth R. Jones  
México : Pearson Educación, 2008.

S 658.406 JON

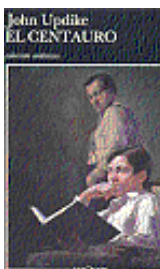
Presenta la relación que existe entre el pensamiento clásico de la teoría y el diseño organizacionales con la investigación actual y las prácticas de la administración del cambio. En el texto se expone el caso de Amazon.com para analizar el diseño y cambio en las organizaciones, en especial los relacionados con las nuevas tecnologías de información.



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## NOVELAS

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### El centauro

*John Updike*  
Barcelona : Tusquets  
Editores, 1991.

S F UPD CEN

Inspirada en la leyenda griega de Quirón y Prometeo, esta novela ocurre en torno a la escuela superior de una pequeña ciudad de Pennsylvania, donde un profesor de ciencias procura descifrar los conflictos que le enfrentan a su hijo de quince años, a quien intenta rescatar de la mediocridad y la apatía.

## Party polarization in Congress

*Sean M. Theriault*  
Cambridge ; New York,  
NY: Cambridge  
University Press, 2008.

328.73 THE



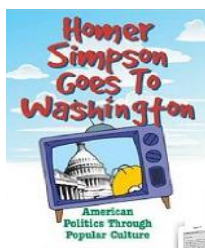
This book examines more than 30 years of congressional history to understand how it is that the Democrats and Republicans on Capitol Hill have become so divided, and finds two reasons: first, the respective parties' constituencies became more politically and ideologically aligned. Second, members, in turn, ceded more power to their party leaders, who implemented procedures more frequently and with greater consequence.

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## POLITICA Y GOBIERNO

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### Homer Simpson goes to Washington : American politics through popular culture



*Edited by Joseph J. Foy  
; with a foreword by  
Stanley K. Schultz*  
Lexington, KY :  
University Press of  
Kentucky, 2008.

320.973 HOM

Offers a variety of perspectives on politics through the framework of popular culture. The authors use a wide spectrum of entertainment media to explain the complexities of U.S. politics, and how audiences engage them and not only explain fundamental concepts such as civil rights, democracy, and ethics but also examine common assumptions about government and explore the use of controversial ideas in entertainment.

### The political science toolbox : a research companion to American government

*Stephen E. Frantzich and  
Howard R. Ernst*  
Lanham, MD : Rowman &  
Littlefield Publishers,  
2009.

320.473 FRA



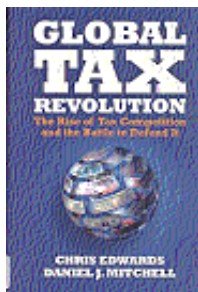
This book is intended as a reliable companion to students of American government as they navigate their undergraduate programs. Its basic function is similar to that of the popular writing guides that students typically receive upon arrival at college. The book serves as a bridge between research-methods classes and student research, making it a valuable supplement for an applied research methods class, as well as a useful supplement for introductory American-government courses or introductory political science courses.

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## POLITICAS PUBLICAS

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### Global tax revolution : the rise of tax competition and the battle to defend it

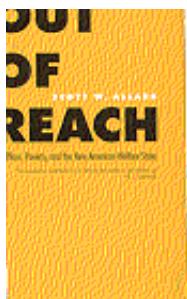


*Chris Edwards, Daniel J. Mitchell*  
Washington, DC : Cato Institute, 2008.

336.2 EDW

Chronicles tax reforms around the world in recent decades. They describe the dramatic business tax cuts of Ireland, the flight of successful people from high-tax France, and the introduction of simple "flax taxes" in more than two dozen nations. The authors argue that the U.S. economy can be revitalized by embracing competition and overhauling the federal tax code.

### Out of reach : place, poverty, and the new American welfare state



*Scott W. Allard*  
New Haven, CT : Yale University Press, 2009.

361.65 ALL

The author examines U.S. current system and argues that it fails to deliver assistance to places where need is greatest. Drawing on interviews with almost 1,500 public and nonprofit service organizations in three cities, this important book identifies significant gaps in the accessibility of assistance and looks at the profound impact of unstable funding on programs for low-income populations.

### U.S. national debate topic 2009-2010 : social services for the poor

*Edited by Margaret Roush*  
New York, NY : H.W. Wilson Co, 2009.

362.5 USN

This book is divided into five chapters that examine, in a general sense the relationships between poverty and policy in the United States. Charts the wide ranging effects of Clinton's 1996 reforms on U.S. Welfare policy, and discusses whether welfare reform was "successful" or not. Covers the reform and expansion of government's two principle need-based insurance programs, charts the story of the nation's largest hunger-relief program and examines the perplexing problem of hunger in the U.S., low income housing, disability, and early childhood education.



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## PRESIDENTES

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### The inauguration of Barack Obama [videorecording]

Atlanta, GA : CNN, 2009.

DVD 973.932 INA



On January 20, 2009, the world watched as Barack Obama became the 44th president of the United States. History was made when the first African American ever elected president laid his hand on Abraham Lincoln's Bible and took the oath of office. Watch how it all happened in real time. CNN and The Best Political Team on Television take you moment by moment as a new administration takes the seat of power.

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## SALUD PUBLICA

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### A cruel wind : pandemic flu in America, 1918-1920



Dorothy A. Pettit and  
Janice Bailie  
Murfreesboro, TN :  
Timberlane Books, 2008.

614.518 PET

The flu pandemic that began in 1918 touched with illness virtually every family in America. It was a devastating time, far overshadowing the carnage of World War I as the pandemic killed more people in less time than any disease before or since. Because many experts believe that it is not a matter of "if" the world will encounter another 1918-like flu pandemic, but "when," this book should be considered essential reading for those interested in learning what worked -and didn't- during that grim time.



### Food alert! : the ultimate sourcebook for food safety

Morton Satin  
New York, NY : Facts On  
File, 2008.

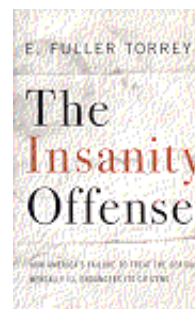
615.954 SAT

Explains the history and science of food contamination and preservation: the causes, dangers and types of food-borne diseases; and, most important, everything consumers need to know to understand the risk of food-borne illness and to protect themselves from it.

### The insanity offense: how America's failure to treat the seriously mentally ill endangers its citizens

E. Fuller Torrey  
New York, NY : W.W.  
Norton, 2008.

362.196 TOR



Beginning in the 1960s in the United States, scores of patients with severe psychiatric disorders were discharged from public mental hospitals. At the same time, activists forced changes in commitment laws that made it impossible to treat half of the patients that left the hospital. The combined effect was profoundly destructive. Today, among homeless persons, at least one-third are severely mentally ill; among the incarcerated, at least one-tenth. Of those individuals living in our communities, many are the victims of violent crime. Other untreated individuals commit crimes, including murder and assault. Here, advocate Torrey takes full stock of this phenomenon, exploring the causes and consequences as he weaves together narratives of individual tragedies in three states with sobering national data on our failure to treat the mentally ill. In the book's final chapters, Torrey outlines what needs to be done to reverse this ongoing--and accelerating--disaster.

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## SERVICIO DIPLOMATICO

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### Career diplomacy : life and work in the U.S. foreign service

Harry W. Kopp, Charles  
A. Gillespie  
Washington, DC :  
Georgetown University  
Press, 2008.

327.73 KOP



Describes the foreign service as an institution, a profession, and a career. It provides a full and rounded picture of the organization, its place in history, its

strengths and weaknesses, and its role in American foreign affairs.

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## TECNOLOGIAS DE LA INFORMACION

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### Google

Virginia Scott  
Westport, CT :  
Greenwood Press, 2008.

338.7 SCO

In a few short years, Google became a household world around the world as it became the number one destination for people searching for information on the Web. Merriam Webster added it to its dictionary in 2001, and the Oxford English dictionary included it as a verb in 2006. This book tells the story of this company and how did they gain the attention of over half of the people of the world searching for information, leaving their competitors in the dust.



### Navigating technomedia : caught in the Web

Sam Han  
Lanham, MD : Rowman &  
Littlefield Publishers, 2008.

303.4833 HAN

This is an introductory survey of what the author calls the "technomedia," the generation of communication technologies after television, cell phones, and the first wave of the Internet. Beginning with a history of media, the book explores the nature and effects of technomedia like the blogosphere, Blackberries, and related technologies.

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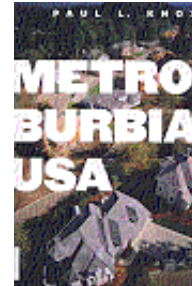
## URBANISMO

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### Metroburbia, USA

Paul L. Knox  
New Brunswick, NJ :  
Rutgers University Press,  
2008.

307.76 KNO



Through the inclusion of examples and photos, this book creates an accessible portrait of today's suburbs supported by data, anecdotes, and social theory. It is a broad interpretation of the American metropolitan form that looks carefully at the different influences that contribute to where and how Americans live today.

- Consulta las ediciones anteriores de este boletín

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